

THE FOX THEATRE
EXECUTIVE SEARCH PROCESS: GENERAL MANAGER

CANDIDATE: Allan C. VELLA*

CURRENT/MOST RECENT POSITION: General Manager
Ford Park
Beaumont, TX

COMMENT:

Allan came to our attention through a performing arts colleague. When we first called him, he was in the midst of hurricane aftermath with beds set up in his amphitheater.

While it is clear that many things in the stadium/arena business are analogous to running a very large performing arts center, it is also hard sometimes to assess "fit" when we talk about dealing with boards of trustees, preservation issues, and the so-called "fine" arts (ballet, symphony, opera).

Allan has kind of done it all. Starting as a drummer with a garage band as a teenager, he got into festival and concert promotion as a student in communications and arts management at the University of Iowa. Originally from suburban Chicago, he has lived in a variety of places: upstate New York, Detroit, Buffalo, Saginaw, and now Beaumont TX, a place that his industry colleagues think he should get out of.

While working for Olympia Entertainment, a facility management corporation that was responsible for such facilities as Tiger Stadium, Cobo Arena, and the Detroit Zoo, Allan was put in charge of the Fox Theatre of Detroit. He, like Ed Neiss, has recorded the highest gross sales nationally for a venue of under 5,000 seats (in 1998).

He seems to have the right kind of positive aggression. As he said to us, when you work in a secondary market (like Beaumont or Saginaw), your phone NEVER rings—you have to be pro-active to build good relationships with promoters and producers.